MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

MVR 2023 – EXPERIENTIAL STUDIES

(All sections / Groups)

22 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTION TO THE STUDENT

1. This question paper consists of 3 pages including cover page

2. Answer only **4 (FOUR)** out of 6 questions. Total marks is 100 marks. The distribution of the marks for each question is given accordingly at the end of each question.

3. Please write all your answers clearly in the answer booklet provided.

Answer any 4 (FOUR) questions ONLY.

Question 1

a) What is experience? [4 marks]

b) Can experience be designed? [9 marks]

c) Discuss the basic components of an experience. [12 marks]

Question 2

a) Briefly explain the meaning of content and context in designing experience. [4 marks]

b) State the categories of context. [9 marks]

c) Discuss the importance of context in experience design for a particular content. [12 marks]

Question 3

a) What is *space perception*? [4 marks]

b) What is *soundscape*? State the three types of sound. [9 marks]

c) Using an example, describe the relationship between space, form and orientation. [12 marks]

Question 4

a) Differentiate synchronous communication from asynchronous communication? [4 marks]

b) Elaborate the components of navigation. [9 marks]

c) What are the four interaction manipulation methods? Explain each method with examples. [12 marks]

Question 5

a) State four triggers of emotion? [4 marks]

b) Discuss the importance of emotion in delivering the intended experience to the users. [9 marks]

c) Elaborate the AEIOU Observation Framework as an approach to emphatise with users. [12 marks]

Question 6

a) Briefly explain the meaning of *presence*? [4 marks]

b) Differentiate immersion from absorption. [9 marks]

c) *We are now in the era of Experience Economy*. Discuss the statement focusing on the realms of user experiential values. [12 marks]

End of Paper